SALES & MARKETING MANAGEMENT

MAY 1988
A BILL PUBLICATION
THREE DOLLARS

THE OLD COLLEGE TRY

- Tricks to Recruiting Successfully on Campus
- Why Grads Give Recruiters Low Grades

DEMOGRAPHICS

The Asian Market: Too Good To Be True?

COMPUTERS

Spring Update: Sales and Marketing Software

FUMBLES

Damn Right The Customer Isn't Always Right

SPECIAL SUPPLEMENT

Cooperative Advertising

John Hamilton
University of Massachusetts, Boston. Class of '88

MAY 1988
A BILL PUBLICATION
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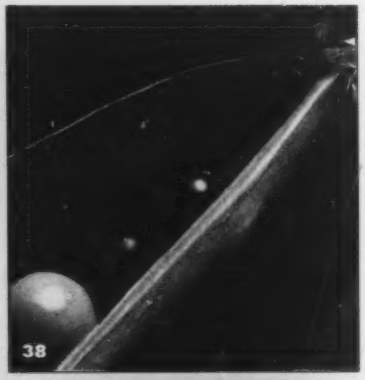
SALES & MARKETING MANAGEMENT



COVER PHOTOGRAPH BY CAROL FATTA

FEATURES

38 THE ASIAN MARKET: TOO GOOD TO BE TRUE?
The question is not whether this market deserves attention—but if it's a commitment marketers should make now.

44 THE OLD COLLEGE TRY
On-campus recruiting can yield high-quality salespeople but you must involve professors and regional sales managers.

48 GRADS GIVE RECRUITERS LOW GRADES
What do students think of college recruiters? Not much, according to those queried in our informal survey.

51 DAMN RIGHT THE CUSTOMER ISN'T ALWAYS RIGHT
Marketers love to talk about customer service, but talking isn't always doing: Here are nine true-to-life stories.

55 SPRING UPDATE: SOFTWARE WITH SALES AND MARKETING APPLICATIONS
A supplement to our annual directory of PC-based software.

SPECIAL SUPPLEMENT COOPERATIVE ADVERTISING

62 HOW RETAILERS ARE PUTTING IT ALL TOGETHER
Cooperative advertising isn't the same anymore: Retailers have never before been so powerful and aggressive.

67 DON'T JUST "MEET COMPETITION"
Promote concepts that get stores to buy the products.

DEPARTMENTS

4 EDITOR'S SIDE POCKET
6 LETTERS
8 VIEWPOINT
11 DEMOGRAPHICS IN ACTION
14 TRAVELERS' NETWORK
23 SECOND THOUGHTS
24 BOOKS
29 SHORT TAKES
31 BUSINESS-TO-BUSINESS
33 INTERNATIONAL
36 MARKETERS, ETC.
72 COMPUTERS
79 NEGOTIATING
82 SALES FORCE MANAGEMENT
84 COMPENSATION
86 IDEAS YOU CAN USE
88 ADVERTISING/PROMOTION
92 TRAINING
99 SALES MART
101 AD INDEX
102 SIGNIFICANT TRENDS
103 WORTH WRITING FOR

EDITOR'S SIDE POCKET

HIRING SMARTER

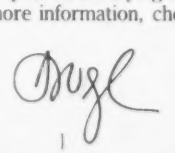
"I have never seen a bad résumé," once commented John Y. Brown, the former governor of Kentucky. He meant, of course, that everybody looks good on paper. But in person . . . sitting across from you . . . smiling nervously (or perhaps *not* smiling nervously, which in turn may make *you* nervous)—well, it may be a different story. As I'm sure all of you know, hiring can be a debilitating experience for all concerned.

There are some, like Harvey Mackay, chairman and CEO of Mackay Envelope Corporation, who put an extraordinarily high value on hiring. Mackay boasts about becoming personally involved in hiring the receptionist/switchboard operator at his company. After all, he asks, doesn't she often create the first impression of his firm to the world? He also gets all his other employees involved in the search. "By the time we find the right person, everyone in the place is aware that courtesy and attention to detail are critical concerns," he explains. Mackay is a stickler for finding the right person. "Recently," he says, "we ran an ad for a salesperson and received 135 résumés. Thirty were screened through initial interviewing, and I interviewed the eight finalists—and rejected all of them. We were back to square one again." The secret to Mackay's success is not simply that he's very picky; it is that he never turns off the lights: "I've been in business for 27 years," he says, "and I've been 'open for hiring' 52 weeks a year for 27 years. When anyone really solid comes through the door, they have a job—even if we don't have a place." (See page 24 for more about Mackay's unorthodox way of doing things.)

You may not want to go as far as Mackay in your hiring practices, but you still have to deal with the big, ultimately the only, question: That young, bright-eyed person saying all the right things to you—does he have just have enough wit to know what you want to hear, or is he the real McCoy? I never ask questions I can't answer. Here I'll answer by pointing you toward our main cover story for this issue, "The Old College Try: Tricks to Recruiting Successfully on Campus." I especially recommend this story to you if you're soured on college recruitment. Jack Falvey, who wrote the piece for us, is no ivory tower bloke. He's been there, in the trenches, and he knows what works because he's seen it work.

If you think major corporations have college recruitment down to a science, Arthur Bragg's story in this issue should be an eye-opener. He interviewed a lot of students, and many of them appear to be disillusioned about corporate recruiters and the entire recruiting experience. Until the big glamour companies improve their act (or maybe they don't feel they have to), there's even more opportunity for smaller non-glamour companies to become Big Men On Campus.

These ruminations about recruiting remind me that next month I'll be moderating a panel, "The Art of Hiring Smarter," at the annual Sales & Marketing Conference & EXPO that we co-sponsor every year with the American Management Association. This year's conference, which will be held in New Orleans from June 6-8, promises to give you food for thought quite as satisfying to your mind as the native cuisine will be to your palate. For more information, check page 34. I hope I'll see you there.



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SPRING UPDATE: SOFTWARE WITH SALES AND MARKETING APPLICATIONS

There used to be a time when annual directories were sufficient. No more, at least not in the field of computers. To keep you posted on the latest sales and marketing software, we've put together this supplement to our annual PC-based Sales Marketing Applications Software Directory, which was last published in December 1987.

This listing provides, in sequence: (1) vendor's name; (2) title of software package; (3) its specific application; (4) minimum internal memory required; (5) purchase price; (6) the computer model or operating system with which the software is used; (7) availability and price of a demo disk; (8) number of installations the company has sold. Although limited by space, the list is representative. For vendors' addresses, see page 60. (Note: The descriptive information contained here is provided by the vendors. *Sales & Marketing Management* has no way of guaranteeing the accuracy of this information.)

Researched by Thayer Taylor and Bristol Voss.

	SOFTWARE	APPLICATIONS	MEMORY	PRICE	HARDWARE	DEMO/ COST	SYS. TEMS
ACCOUNT MANAGEMENT							
Computer Masters	Client Master	Preprogrammed database. Keynotes, form letters, envelopes, labels, rolodex, auto-dialer. Menu driven.	320K	$149	IBM PC-XT, -AT; PS/2 & compatibles; MS-DOS	Yes/$10	50
EMIS	EMIS II (Executive Management Information System)	Management system for large client databases or, with auto-dial, can run massive telemarketing campaigns.	512K	$1295 & up	IBM PC-XT, AT, PS/2 & compatibles	Yes/ $37.25	140
Pinetree Software	The Maximizer Plus	Menu-driven program organizes information on lead generation, account development, and management. Including: letters, payment analysis, personal management.	512K (hard disk recommended)	$295	IBM PCs & compatibles; MS-DOS, PC-DOS 3.0 or greater	Yes/ free	1,100
Valor Software	Info-XL	No setup. Handles freeform data, contacts, histories, notes, letters.	384K	$265	IBM PCs & compatibles	No	New
DIRECT MARKETING							
Group 1 Software	ArcList	Mailing list manager: finds duplicates, merges lists, presorts, imports/exports, produces list analysis and reports.	640K (hard disk required)	$595	IBM PC-XT, -AT & compatibles	No	950+
LEAD TRACKING							
Arlington Software & Systems	PCAT: Professional Contact & Tracking System	Fully integrated lead-tracking system. Reports, auto-dialer, word processing, scripts, script analysis. Fifty user-definable fields.	384K (hard disk required)	$1,295-$6,400	IBM PCs & compatibles; PS/2	Yes/$10	1,850
ASH	Leads & Sales Plus	For nontechnical salespeople. Lead-tracking, coding, tickler, prewritten reports, merge-file, labels, lead cards, sorting, coding.	512K (hard disk required)	$229	IBM PCs & compatibles	Yes/$5	New
CCX Network	MarketManager	Targeted lead generation and tracking using analysis, sorting, import/export, labels, report outputs.	256K (2 disks required)	$295	IBM PC-XT, -AT; PS/2 and compatibles	No	500
Commercial Micro	Sales Busters	Client and prospect tracking system. Database search, tickler, calendar, letter, rolodex, import/export.	512K (hard disk recommended)	$295	IBM PCs & compatibles	Yes/$15	250+
GoldData Computer Services	Sales Prospect Tracking System	Tracks leads, offers: mail-merge, letters, labels, on-line telemarketing, back-end reporting.	192K	$124.95	IBM PCs & compatibles	Yes/$10	400
IDSC Rental	marketrieve PLUS	Sales-lead tracking (esp. for multiple contacts at same co.) and market analysis. Batch and form letters, on-line notes, forecasting, sales management reports.	256K (hard disk recommended)	$1,500	IBM PCs & compatibles; MS-DOS, PC-DOS	Yes/$25	New
Information Research	ActionTracker	Best for tracking multistep selling cycles. Reports built in, pop-up windows. Designed for local area network.	384K-512K	$198-$1,498	IBM PCs & compatibles	No/30-day guarantee	500+

VENDOR	SOFTWARE	APPLICATIONS	MEMORY	PRICE	HARDWARE	DEMO DISK?	# IN USE
Nelson Business Systems	Client Tracking System	Organizes and tracks clients and prospects, features individual notepads for each record and letter file, labels, mount-field, internal dial.	512K	$495-$1,095	IBM PCs & compatibles; MS-DOS, PC-DOS	Yes/$10	New
PowerHouse Systems	Lead Management System	Lead tracking, mailings, word processor, spreadsheets, expenses, sales costs, daily to-do, labels.	640K	$99.95-$395	IBM PCs & compatibles	Yes/$5	New
Practical Marketing Software	Sales Leader	Tracks and qualifies leads generated from advertisements, news releases, trade shows, direct mail. Direct modem transfer.	640K	$895	IBM PCs & compatibles; OS2 Series	Yes/30-day trial	150+
Pyramid Software	Lead Manager	Tracks contacts, products, rates, histories, products. Word-processing, labels, envelopes.	256K	$79.95	IBM PCs & compatibles	Yes/$15	2,500+
Supersell Software	Sales Generator Plus	User-friendly lead tracker for nontechnical salespeople. Includes sorting by any code of client profile, labels, letters, auto-dial.	256K	$99.95	IBM PCs & compatibles	No/ brochure	2,500+
MANAGEMENT							
Spinnaker Software	Putting the One Minute Manager to Work	Designed by *One Minute* authors, it identifies PRICE management objectives.	128K	$99.95	IBM PCs & compatibles	No	NA
MAPPING							
Geographic Data Technology	HandShake/GDT	Customer referral package: Identifies customer's nearest dealer/distributor by zip code or locality.	360K (hard disk required)	$1,495 & up	IBM PC-XT, -AT, or compatibles	No	New
Geographic Data Technology	MatchMaker/GDT	Address-to-coordinate matching system gives longitude and latitude to any address for analysis or route assignment.	640K (hard disk required)	$37,500 & up	IBM PCs & compatibles	No	New
MapInfo	MapInfo	Analyzes database information and visually displays screen results as "pin maps" (points on the screen) or "thematic maps" (highlighted user defined areas).	640K	$750 & up	IBM PCs and compatibles; DOS 2.0 or greater	Yes/ free	300+
Market Action	STRATMAP	For marketing executives who deal with research. Up to 96 tables and 200 categories summarized and analyzed on one color-graphic map.	256K	$495	IBM PCs & compatibles	Yes/ free	New
National Planning Data	MapAnalyst	Used with your demographic and consumer spending database to provide analytical thematic mapping.	640K (hard disk required)	$495	IBM PCs & compatibles	No	450
MEETINGS							
Multi-MediaWare	ProposalMaster	Permits user to browse through, and customize, various themes, motivational modules, speech outlines, and staging ideas to create sales meeting proposals.	256K	$475	IBM PCs & compatibles	Yes/$10	18
MISCELLANEOUS							
PC Dynamics	Menu Works	Using natural language to change menu items, color, files.	256K	$59.95	IBM PCs & compatibles	Yes/$10	1,000+
Popular Programs	Pop-up DeskSet	Pop-up words, appointments, addresses, two calculators, clock. DOS access. Enhanced (PLUS) version available.	20K	$69.95-$129.95	IBM PC-XT, -AT & compatibles; MS-DOS, PC-DOS	No	300,000
Realty Systems	REAL/Easy Analysis	Sales & marketing management tool for brokers. Parallels CRB courses.	640K (hard disk required)	$149-$1,299	IBM PCs & compatibles	Yes/ $19.99	400+
SimplSoft	File Cards	Filing and printing information on three file card sizes. Especially for nontechnical salespeople.	128K	$24.95	IBM PCs & compatibles	No/30-day guarantee	New
Traveling Software	DESK-LINK	Shares files and printer between two IBM PCs or compatibles. With connecting cables.	64K	$169.95	IBM PCs & 100% compatibles	No	4,000
Traveling Software	LAP-LINK	Transfers files from laptop to desktop or desktop to IBM PS/2. With connecting cables.	192K	$129.95	IBM PCs & 100% compatibles	No	60,000
Traveling Software	LAP-LINK Mac	Transfers files between IBM and Apple. With connecting cables.	128K	$139.95	IBM PCs & compatibles; Macintosh	No	New
PERSONAL MANAGEMENT							
Experience in Software	The Idea Generator	Brainstorming and planning (esp. for marketers). Produces printed report.	256K	$195	IBM PCs & compatibles	No	New
First Phase	Daily Routine	Creates an agenda of follow-up activities, customer history files, call and time reports, quotation summaries. Also: memos, merge-files, separate input screen for expense and mileage data.	256K	$175	IBM PCs & compatibles	Yes/ free	75+
SimplSoft Products	It Figures: The UnSpreadsheet	"English language" calculator with 100 functions for business or home: loans, stock projections, checkbook balancing, IRAs.	192K	$49.95	IBM PCs & compatibles	No/ 30-day guarantee	10,000
Successful Money Management Software	LIFE Goals Financial Plan	Reporting on assets, investments, savings, insurance, retirement analysis, home refinancing, taxes.	640K (Lotus 1-2-3 required)	$695	IBM PCs & compatibles; PS/2	Yes/$15	600
Successful Money Management Software	SMART Practice	Portfolio reporting, investments, insurance, commission tracking.	640K (hard disk required)	$995	IBM PCs & compatibles; PS/2	Yes/$15	150

VENDOR	SOFTWARE	APPLICATIONS	MEMORY	PRICE	HARDWARE	DEMO/ COST	SYS-TEMS
Successful Money Management Software	Winning on Wall Street	Analyze stock trends, forecast, accounting, download from Dow-Jones.	640K	$595	IBM PCs & compatibles; PS/2	Yes/$15	New
SALES ACCOUNTING							
SourceMate Information Systems	AccountMate	General ledger, sales order, accounts receivable/payable, purchase order payroll, job costs, fund accounting, inventory. D-Base version.	256K (hard disk recommended)	$195-$1,195	IBM PCs & compatibles; MS-DOS, PC-DOS.	Yes/$15	40,000
TOM Software	System IV	General ledger, accounts payable, payroll, split commissions, inventory control, sales tracking and analysis.	256K	$1,000 & up	IBM PCs & compatibles; Wang 2200 MVP; AT&T 6300; DEC VAX; Altos systems	No	10,000
SALES ANALYSIS							
Geographic Data Technology	ZoneRanger/GDT	Customizes street and zone databases for cross-reference with sales, commission, and data analysis.	640K (hard disk required)	$32,500 & up	IBM PCs & compatibles	No	New
SALES FORECASTING							
Wisard Software	Wisard Forecaster Add-in	Uses Lotus 1-2-3 menus and commands to forecast with four different techniques.	640K (hard disk required)	$99	IBM PC-XT, -AT & compatibles; DOS 2.1 or greater	No	New
Wisard Software	Wisard Professional Forecaster Version 4.0	For nontechnical people, combines several forecast techniques and has color graphics, auto-seasonality, judgmental overrides.	512K (hard disk required)	$595	IBM PC-XT, -AT & compatibles; DOS 2.1 or greater	No	New
SALES MANAGEMENT							
Bartel Software	Totall Manager: The Total Sales System	Market plans, tracking, sales letters, prospect database, expense tracking, to do list. Network version available.	640K	$1995 & up	IBM PC-XT, -AT; PS/2; laptops.	Yes/ free	NA
Planning Works	Sales Manager System	Created by sales managers. Forms for: lead tracking, record keeping, reports. Market analysis by any major field, auto-dial.	256K (hard disk recommended)	$495	IBM PCs & compatibles, laptops	Yes/$15	75
SALES PLANNING							
Marcar	Eighty/20 Client Information Management Software	Professional productivity system: client scheduling, histories, interactive calendar, reports, letters, labels, envelopes.	512K	$495	IBM PCs & compatibles; MS-DOS	Yes/$25	100
Sachs Group	Physician Practice Planner	Analyzes internal/external databases to forecast office visits by medical specialty and market segment. Estimates follow-ups and number of physicians required to meet forecasted demand.	640K	$5,000	IBM PC-AT, PS/2; Compaq Deskpro 286, Portable II, Portable III	No	5
SALES PRESENTATIONS							
Experience in Software	The Art of Negotiating	Negotiation preparation and training for closing the sale. Plans a scenario and produces a report on all aspects of a particular sale.	256K	$195	IBM PCs & compatibles	No	4,000
Information Science Associates	System Quote	Prepares quotes and formal proposals in front of prospect, gives management reports. (Esp. for computer resellers.)	512K	$495 & up	IBM PCs & compatibles	Yes/30-day trial, $25	150
Neuralytic Systems	Dr. Shrink	Assesses another's personality and analyzes the public vs. the private self (including secrets and sex fantasies). Printed report gives recommendations on how to communicate with and persuade the person.	164K	$49.95	IBM PCs & compatibles	No	10,000
Pyramid Software	The Selling System	Custom report generator, auto-dial, letter, merges, import/export, labels, envelopes, tracking contacts and data. Word processing.	256K	$395	IBM PCs & compatibles; PC-DOS, MS-DOS 2.0 or greater	Yes/$5	2,500+
TELEMARKETING							
Arlington	PCAT: Personal Computer Automated Telemarketing System	Telemarketing and direct mail sales and marketing program. Letters, reports, statistics, branch scripting, auto-dial. Designed for single user.	256K	$895	IBM PCs & compatibles; PS/2	Yes/$10	1,850
Marathon Telecomp	Voiceware	Inbound: Receives calls and plays back prerecorded messages; Outbound: fully automated customer notification of routine data or transfers "hellos" to a telemarketer.	640K (hard disk required)	$10,000	IBM PC-AT & compatibles	Yes/ free	36+
Tridos	Telemark	Auto-scripting, product information with pop-up screens, form letters, reports, sorting, auto-dial.	384K	$295	IBM PCs & compatibles	Yes/$25	1,000
TERRITORY MANAGEMENT							
Fastech	Sales Information System	Integrated system links portable PCs to host mainframe for territory management, sales communications, call reporting, account history, promotion tracking, electronic mail.	256K (handheld), 640K (laptops)	$100,000	MS-DOS PCs connected to IBM or DEC VAX mainframes	No	20+

VENDOR	SOFTWARE	APPLICATIONS	MEMORY	PRICE	HARDWARE	DEMO/ COST	SITE TRAIN
TRADE SHOW MARKETING							
Free World Marketing	ProMotion	Automatically "reads" magnetic-strip badges at trade shows and enters information to database. Seamless interface with top word processors.	640K	$495	IBM PCs & compatibles	No	300+
TRAINING							
Target Training International	Managing for Success: Sales version	System for coaching and counseling salesmen. Eleven-page reports analyze sales style, motivation, areas for improvement, tips to a manager for do's and don't's.	256K	$14-$25 per person	IBM PCs & compatibles	Yes/$50	2,000
TRAVEL & ENTERTAINMENT ACCOUNTING							
Quantic	Touch 'n Go	Tracks, reports, and summarizes T&E expenses. Includes word processor and 50 trip expenses envelopes.	256K (2 disk drives required)	$99	IBM PCs & compatibles; laptops; MS-DOS, PC-DOS 2.0 or greater	No	New
WORD PROCESSING							
Advanced Logic Systems	DeskTalk	Card file, phone dialer, calculator, calendar.	104K	$59.95	IBM PCs & compatibles	No	1,000+
Banner Blue	Org Plus	Organizes data and reports in seven chart styles and eight box styles.	320K	$795	IBM PCs & compatibles	No	NA
MaxThink	Houdini	Automatic abstraction, generalization, editing. Creates hypertext systems.	300K	$89	IBM PCs & compatibles	Yes/$6	20,000
MaxThink	MaxThink	Outlines commands for analytical, managerial, and creative thinking. Graphics.	300K	$89	IBM PCs & compatibles	Yes/$6	20,000
Noumenon	Intuit IS-2000	Word-processing and spreadsheet system exclusive to vendor. Includes forms, reports, mail-merge, labels, and calendar.	384K	$49.95	IBM PCs & compatibles	No	10,000+
Symantec	Q & A	Word processing, report writing, database management, artificial intelligence interface, mail-merge, and network version available.	512K	$349	IBM PCs & compatibles	Yes/$10	NA
WordPerfect	WordPerfect 5.0	Integrates text and graphics for professional documents, newsletters, and reports. Variety of print sizes and 250 fonts, automatic spacing.	512K (hard disk recommended)	$495	IBM PCs & compatibles	No	New

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Arlington Software & Systems Corp., 400 Massachusetts Ave., Arlington, MA 02174 (617-641-0290)

ASH Atlantic Software House, P.O. Box 3187, Indialantic, FL 32903 (407-724-4113)

Banner Blue, P.O. Box 7865, Freemont, CA 94537 (415-794-6850)

Bartel Software, 942 East 7145 South, A-101, Midvale, UT 84047 (801-566-5544)

CCX Network, Inc., 301 Industrial Blvd., Conway, AR 72032 (800-847-0053; 501-450-1440)

Commercial Micro, Inc., P.O. Box 1998, Roswell, GA 30077 (404-992-2701)

Computer Masters, 6505 South Sepulveda Blvd., Los Angeles, CA 90045 (800-MASTER1; 213-645-6530)

EMIS Software, Inc., 901 N.E. Loop 410, Suite 526, San Antonio, TX 78209-1308 (512-822-8499)

Experience in Software, 2039 Shattuck Ave., Berkeley, CA 94704 (415-644-0694)

Fastech, Inc., 450 Parkway Dr., Broomall, PA 19008 (215-565-3405)

First Phase Inc., P.O. Box 4504, Greensboro, NC 27404 (919-855-8858)

Free World Marketing, 44 North Newport Blvd., Newport Beach, CA 92663 (714-722-6414)

Geographic Data Technology, 13 Dartmouth College Highway, Lyme, NH 03768 (603-795-2183)

GoldData Computer Services, 2 Bryn Mawr Ave., Bryn Mawr, PA 19010 (800-432-3267; 215-525-1036)

Group 1 Software, 6404 Ivy Lane, Greenbelt, MD 20770-1400 (301-982-2000)

IDSC Rental Company, Inc., 350 Harvey Rd., Manchester, NH 03103 (800-443-IDSC; 603-645-6677)

Information Research Corp., 2421 Ivy Rd., Charlottesville, VA 22901 (800-872-2558; 804-979-8191)

Information Science Associates, 676 North St. Claire, Chicago, IL 60611 (312-787-2723)

MapInfo Corp., 200 Broadway, Troy, NY 12180 (800-FASTMAP; 518-274-8673)

Marathon Telecomp, Inc., P.O. Box 725051, Atlanta, GA 30339 (800-525-8363; 404-422-3913)

MARCAR, 1107 Hazeltine Blvd., Suite 483, Chaska, MN 55318 (612-448-8849)

Market Action, Bradley University, Business Technology Center, Peoria, IL 61625 (309-677-3299)

MaxThink, 44 Rincon Rd., Kensington, CA 94707 (415-428-0104)

Multi-MediaWare, 957 Park Ave., New York, NY 10028 (212-288-3757)

National Planning Data Corp., P.O. Box 610, Ithaca, NY 14851-0610 (607-273-8208)

Nelson Business Systems, 8714 North Otis Ave., Tampa, FL 33604 (813-935-2258)

Neuralytic Systems, 66 Bovet Rd., Suite 325, San Mateo, CA 94402 (415-573-9001)

Noumenon Corp., 512 Westline Dr., Alameda, CA 94501 (415-521-2145)

PC Dynamics, 31332 Via Collinas, Westlake Village, CA 91362 (818-889-1741)

Pinetree Software, Inc., 8100 Granville Ave., 9th Fl., Richmond, B.C., Canada V6Y 1P3 (800-663-0375; 604-270-3311)

Planning Works, Inc., 665 Huntley Rd., Suite K, Columbus, OH 43229 (614-436-5300)

Popular Programs, 16420 Park Ten Place, Suite 205, Houston, TX 77084 (800-44-POPUP; 713-579-0481)

PowerHouse Systems, Inc., 1022 West First St., Suite 104, Winston-Salem, NC 27101 (919-721-0241)

Practical Marketing Software, 13990 Olive Street Rd., Chesterfield, MO 63017 (314-434-5254)

Pyramid Software, Inc., 22691 Lambert St. Suite 506, El Toro, CA 92630 (714-583-1060)

Quantic Corporation, 44 Friendly Dr., Smithtown, NY 11787 (516-361-3322)

Realty Systems, 4811 S. 76th St., Suite 200, Milwaukee, WI 53220 (800-REALNET; 414-282-7455)

The Sachs Group, Ltd., 213 West Institute Place, Chicago, IL 60610 (312-266-9797)

SimplSoft Products, Inc., P.O. Box 13173, Boulder, CO 80308 (303-444-8771)

SourceMate Information Systems, Inc., 20 Sunnyside Ave., Mill Valley, CA 94941-1928 (800-228-8896)

Spinnaker Software Corp., One Kendall Square, Cambridge, MA 02139 (617-494-1200)

Successful Money Management Software, Inc., 10180 Southwest Nimbus Ave., Suite J-6, Portland, OR 97223 (503-620-8284)

SuperSell Software Inc., 25 Adelaide St. East, Suite 702, Toronto, Canada M5C 1Y2 (800-268-8588; 416-862-0017)

Symantec Corp., 10201 Torre Ave., Cupertino, CA 95014 (408-724-2722)

Target Training International, P.O. Box 1814, Mason City, IA 50401 (515-423-8038)

TOM Software, P.O. Box 66596, 127 S.W. 156th, Seattle, WA 98166 (206-246-7022)

Traveling Software, Inc., 19310 North Creek Pkwy, Suite 109, Bothell, WA 98011 (206-483-8088)

Tridos, 4004 Southwest Barbur Blvd., Portland, OR 97201 (503-228-8223)

Valor Software, 1700 Don Ave., San Jose, CA 95124 (800-648-2567; 408-978-3044)

Wisard Software Co., P.O. Box 19730, Green Bay, WI 54307-9730 (414-436-2341)

WordPerfect Corp., 1555 Technology Way, Orem, UT 84057 (801-227-4222) □

Survey Datafact

THE PHILLY PHIX

For a 1988 midsize auto, the annual total for fixed costs—insurance, depreciation, financing, taxes, and license fees—is $3,949 in Philadelphia. In Eu Claire, WI, the same costs only total $2,484.

SOURCE: S&MM'S 1988 SURVEY OF SELLING COSTS

EASING SALESPEOPLE INTO USING PCS

Because first impressions are lasting ones, the way a sales force is introduced to PCs has a lot to do with the success of any sales automation program. Richard L. Cocivera, marketing manager for Honeywell Bull, Waltham, MA, is in charge of selling the company's ONESale territory management software and urges prospects to launch their programs with one clear objective, a pilot group of three to four salespeople, a schedule of activities, and realistic procedures.

In the goal-setting phase, Cocivera says, "It's best to start with a particular activity, as opposed to a theoretical one, and implement it using the sales software." Typical examples: fully profile the top five accounts for each salesperson; use the software to organize a seminar or mailing.

Keep the pilot group small, he advises, because "the first salespeople using the program will need a lot of help and time at the beginning." Also: Choose members carefully, because "the pilot group will customize the program for your organization and test the forms and procedures."

The best candidates, he adds, are salespeople "who are new to selling, since they are usually more open to innovation; intrigued by how computers can help them do their jobs more professionally; and interested in a special project where the software can quickly demonstrate benefits."

LAPTOPS GET THEIR OWN EXPOSITION

Hoping to capitalize on this year's strong upsurge in portable computer sales, Executive Computers, a computer specialty store with two outlets in New York City, and Portable Computing International, the Peterborough, NH, publisher of *Pico* magazine, will co-sponsor what is billed as the first specialized trade show for laptops. LAPTOP 88 will take place in New York City, June 7-8, according to Executive Computer president Peter O'Connor. Sixty-five booths have been set aside for vendors of hardware, software, communications, and database access products. Seminars will focus on laptop applications in various industries. Registration fee: $25. For more information, contact Executive Computers at 212-557-6060.

SCANNING USAGE SHIFTS TO STRATEGIC MODE

Applications of computer-generated scanning information by supermarket chains are shifting from operational to strategic modes, says James H. Huguet Jr., president of The Northeastern Organization, the Trumbull, CT, marketing consultant. "Originally intended to streamline the ordering process, scanning is now being used to make marketing-oriented decisions," he adds.

Citing a survey of Western Assn. of Food Chains members by his organization, Huguet says that when senior executives were asked to rank the importance of scanning applications, store front-end scheduling placed first. Here's how the results tally:

1. Store front-end scheduling	44%
2. New item evaluation	34%
3. Ongoing mix evaluation	33%
4. Shelf management	33%
5. Promotion evaluation	31%
6. Chainwide inventory management	21%
7. Automatic store reordering	12%

Note: Total exceeds 100% due to multiple responses.
Source: NeoResearch.

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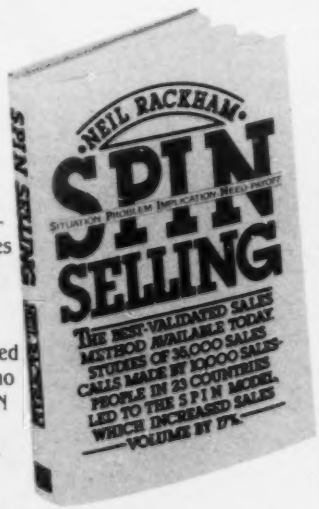
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SIGNIFICANT TRENDS

MARKETING INSTABILITY TIPS THE SCALES

BY THAYER C. TAYLOR,
SENIOR EDITOR

The core of the American Dream—that everyone has an equal chance at improving his or her standard of living—is becoming frayed at the edges. Because personal income, aside from being the symbol of success in our materialistic society, is intimately tied to living standards, the American Dream carries the assumption that inequality will diminish over time as income gains are distributed equitably throughout society.

This conviction has been fortified by the amazing ongoing economic recovery that began in 1983 and has seen the unemployment rate plunge from 9.6% to 5.6%, helped along by the administration's successful marketing of a "Feel Good America" product. However, the success of Jesse Jackson in the current Democratic primaries suggests that there is a substantial segment of the population that buys his contention that the American Dream has passed them by.

A new report from the Congressional Budget Office (CBO), which serves as a nonpartisan think tank, suggests that income inequality has become more pervasive, especially during this decade. The report, *Trends in Family Income: 1970-1986*, which analyzes what has happened to the incomes of different types of families since 1970, concludes that while overall family income—adjusted for inflation and decreasing family size—advanced between 1970 and 1986, there were some disturbing shifts in the time frames and family types involved.

For one thing, gains were much more pronounced in the seventies than they have been recently, with income equity displaced by income polarization. If this trend continues, it could have serious implications for marketers. For example, when all share equally in an overall improvement in living standards, marketers have a far bigger potential marketplace to target. On the other hand, if the belief that some classes are being denied the benefits of continued income gains becomes widespread, an element of instability will infuse the marketplace. That, in turn, will make forecasts, which assume continued stability, less predictable.

In analyzing family income trends, the CBO made two key adjustments to its figures. First, allowances were made for the decrease in family size that has occurred since 1970, with the presumption being that smaller families require lower living costs to remain above the poverty threshold. Second, instead of using the Consumer Price Index (CPI) to adjust median family incomes for inflation, the CBO employed a revised version that treats home ownership costs as a consumption item rather than an investment. In addition to these changes, the CBO then divided all families into five percentile groups to see how the poorest compared to the richest.

Broadly speaking, the elderly made out best, due in large part to the benefits gained from substantial increases in Social Security benefits. Overall, their incomes fattened some 50%. Just as important is the fact that among the elderly the poorest families actually achieved gains that were equal to or better than those of the richest.

More pronounced contrasts between the top and bottom percentiles show up in other population segments, with income gains for married couples with children and for nonelderly childless families in the 80th percentile outpacing those in the 20th percentile dramatically. Even more disturbing is the fact that these reversals have for the most part occurred during this decade.

Cost-cutting measures adopted by industry have also played a role in these results. As senior economist Michael J. Drury of A. Gary Shilling & Co. observes: "As companies eliminate jobs to lower their costs, the share of wages as a source of income has fallen, and that of income from assets has shot up. Cost control zeal has caused a shift from income equalization to compensation based on value added. As a result, the pay of entrepreneurs, managers, and professionals is growing faster."

As for whether this trend will eventually result in further income polarization, only time will tell. However, the specter of an American Dream deferred is one that must be addressed by an administration more interested in doing good than feeling good. □

As Income Gains Diverge . . .

	% CHANGE MEDIAN AFI*		
	1970–86	1970–79	1979–86
All families	+20%	+14%	+ 5%
20th percentile	+ 9	+12	− 3
80th percentile	+29	+16	+11

. . . Income Polarization Worsens

	% CHANGE MEDIAN AFI*		
	1970–86	1970–79	1979–86
Married couples with children			
Total	+26%	+22%	+ 3%
20th percentile	+11	+16	− 5
80th percentile	+35	+21	+11
Nonelderly childless families			
Total	+21	+17	+ 3
20th percentile	+12	+16	− 4
80th percentile	+27	+16	+ 9
Nonelderly unrelated individuals			
Total	+21	+15	+ 5
20th percentile	+27	+28	− 1
80th percentile	+24	+10	+12

*Adjusted Family Income
Note: 20th percentile is bottom fifth of families; 80th percentile the top fifth.
Source: Congressional Budget Office, Trends in Family Income: 1970–1986, S&MM calculations.